

**ABSTRACT OF THE DISCLOSURE**

Methods and products are provided to promote a creative-work (such as a musical theater show, such as "Worlds Away"). An Internet site is used, along with distributing a permanent non-paper announcement item (such as a beach towel). [Worldsawaymusical.com](http://Worldsawaymusical.com) is an example of such an Internet site.

09962759 - 07242011